TIMES-VIRGINIAN
In the Heart of Virginia's Dark Tobacco Belt
Appomattox, Virginia

DIAMOND ANNIVERSARY — VIRGINIA PRESS ASSOCIATION — 1882 1957

ESTABLISHED 1892

Mr. and Mrs. Calvin Robinson ..... *Editors and Publishers*

Entered as second-class matter at the Post Office at Appomattox, Virginia, under Act of Congress of March 3, 1879.

Address all correspondence to the Times-Virginian, Appomattox, Va. Subscription rate: $2 a year, payable in advance. Single copy 5c. National advertising representative: Weekly Newspaper Representatives, Inc., 920 Broadway, New York City. Advertising rates upon request.

STAGGERING COST OF DEFENSE

Recent developments in Russia and careful observations over the years show that no one country can constantly keep its defense establishment prepared and ready at all times for a major war.

The cost of maintaining a completely modern Air Force, Navy and Army is so staggering that no major country in the world, not even the United States, can keep a thoroughly modern military machine in operation at all times. On the other hand, a dictatorship, or a nation in the control of one man or a few men, can gear their rearmament and defense programs to a certain year and reach a point, which has been specified several years in advance, where they are ready to initiate aggression. In this sense, the advantage lies with the aggressor since he can plan and prepare for a certain year and then go to war.

As an example of what we are talking about, we would like to point out that the United States today, despite the expenditure of $38,000,000,000 on defense in the current fiscal year, is not prepared with a sufficient number of modern weapons to fight World War III. The Air Force has a number of modern aircraft, but as far as the B-58 supersonic heavy jet bomber is concerned, we are just getting into production on this model. As for fighters, we have a number of capable fighters, but we are just getting into production on the really modern and 1500-mile an hour class fighter.

And, in the missiles field, it is obvious we are lagging behind the Russians — in some fields, at least.

In other words, despite the huge expenditures in the United States in recent years, we have not been able to keep ourselves at all times prepared for World War III. A democracy must maintain its vigilance year in and year out and cannot point for one year of peak readiness, and this is the situation in which the United States finds itself today.

No doubt, when we have an adequate fleet of super-carriers and guided missiles, cruisers, and air-to-air missiles, and when we are thoroughly supplied with the most modern jet bombers and fighters, there will be an urgent need for better missiles, more accurate missiles and better and more modern rockets, and so on. Because our defense costs are remaining so high, there is little prospect of a tax cut next year—even though this was widely talked in the past session of Congress, and freely predicted by many members.

* * * * * * * * * * * * *

THE CONSTITUTION

Dan Daniel, National Commander of The American Legion, writing in The American Mercury, points out very effectively that people and organizations have tried, over the years, to alter the Constitution of the United States.

Yet, Daniel points out, the Constitution was planned not just for the time it was drafted. Madison said: "In framing the system which we wish to last for ages, we should not lose sight of changes which age will produce." The people, through their elected representatives, have approved an average of only one amendment to the Constitution in each seventeen and a half years, a pretty convincing argumnt in favor of the wisdom contained in the Constitution.

It would pay every American to obtain a copy of the Constitution and read it carefully. This is our "Charter" as a free nation. It is perhaps the greatest governmental document ever composed and its wisdom in 1957 is as applicable to us today as it was almost two hundred years ago.

* * * * * * * * * * * *

AUTUMN'S ANNUAL SHOW

With only about seven weeks of Autumn left, and with the last weeks of Autumn likely to be somewhat cold, we suggest to our readers that they take advantage of the beautiful scenery which Nature has provided for them outdoors and enjoy it now at its prettiest.

We have noted from our news columns, that in recent weeks large numbers of our people have made the journey over Virginia's famed Skyline Drive. It is a rewarding trip. However, most every country lane has its thrills of Autumn beauty. Most any road borders scenes of tremendous color as the dying foliage portrays the cycle of life as the dormant season enters in.

The invigoration, stimulation and therapy to be derived from the free outdoors is real and highly beneficial.

* * * * * * * * * * * *

FRIDAY NIGHT OPENINGS

Two major changes have come about in merchandising in recent years. One is that the parking jam in big cities and the time wasted in getting to and from sprawling business districts, has encouraged the development of neighborhood and community shopping centers. Business has moved to the suburbs. Towns like Appomattox have gained from this development, for business in such a town is rather similar to that in some of the metropolitan shopping centers. Our marvelous distribution system makes it easy for the identical merchandise to be made available.

A second development, is that our industrial economy has brought about a change in the time the average person has available for shopping. In a great many homes, both husband and wife are employed, and there is a minimum of time for shopping in traditional daytime hours. This has caused many towns and cities to have stores remain open at least one evening each week. This enables the family to go shopping in an atmosphere without the rush and bustle so often found in the few after-work hours before the evening meal.

We are pleased to see Appomattox trying out this new shopping practice. Most Appomattox stores will be open this Friday night, and each Friday night until Christmas. They are doing this for your convenience, so we suggest that you support them, and come out to town tomorrow night!

EHRICH,S
Optometrist and Opticians
1107 MAIN ST. — LYNCHBURG
Hours 9 a. m. to 5 p. m. — Wed. 1 p. m.

Washington Notes

NATO

A meeting of the heads of Government of the fifteen nations in the North Atlantic Treaty Organization to consider free-world defense problems is being considered by President Eisenhower and British Prime Minister McMillan. They agreed to weigh plans for such a meeting, possibly in December, and it was indicated that both would attend it.

COST OF LIVING

The Bureau of Labor Statistics has reported that the consumer price index rose one-tenth of 1 per cent to another record high of 121.1. The small September rise was the 18th in the last nineteen months. Since the current consumer price inflation began, the increase in consumer prices has been 5.7 per cent, meaning that the dollar worth 100 cents early in 1956 is now worth 94.3 cents.

PRIZE WINNER

Niels Bohr, Danish physicist, received the first Atoms-for-Peace award for his work in unlocking the secrets of the atom and attempting to channel them toward peace. He called for "that world-wide cooperation which has manifested itself through the ages in the development of science."

PROJECT FARSIDE

The Air Force has announced the recent firing of two Project Farside high-altitude rockets — a Thor, intermediate ballistic missile and a Bomarc anti-aircraft missile. The altitude reached by one of the Farside rockets, launched at Eniwetok, may have been 2,000 miles, greater than that reached previously by any man-made device.

GROSS NATIONAL PRODUCT

The gross national product rose in dollar value, because of price increases, but remained static in actual volume during the third quarter, according to an announcement by the President's Council of Economic Advisors.

U. S. CRIME

Based on figures for the first six months, the United States is headed for another record number of crimes this year, FBI Director J. Edgar Hoover has estimated that 1,399,670 major crimes were committed through June 30, or one for each 122 persons in the nation. The figure was 8.4 per cent above that for the first six months of 1956, and 24.4 per cent over the average for the previous five years.

CITRUS DOWN

The 1956-57 season's production of citrus fruits had a producer1 value of $367,575,000, about 11 per cent less than the previous season's crop, according to the Agriculture Department. Oranges brought in $273,591,002; grapefruit, $13,718,-$88; lemons, $38,595,200, and limes, -1,668,000.

FOOD SPENDING TO GAIN

Americans are expected to spend more than 20 per cent more for food ten years from now, according to Arno H. Johnson, New York economist. Johnson added that the increase would raise the nation's total annual food bill to $113,000,000,-000 by 1968, as compared with the current $73,000,000,000 a year for groceries.

CORN PLANTING

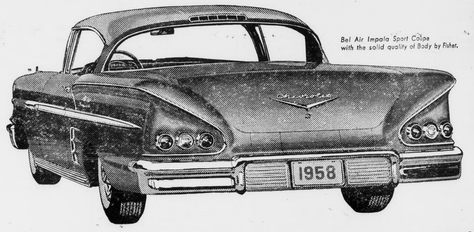
The Government's 1958 control program for corn will call for further reductions in grower planting allotments. This year's record-breaking production of livestock feed grains promises to increase surplus supplies and will require another cut in corn allotments.

WINTER WHEAT

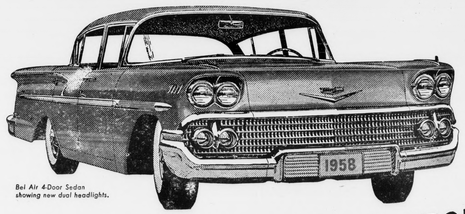
Reports reaching the Agriculture Department and Weather Bureau state that in many parts of the mid-West and Southwest prospects for fall-sown winter wheat, rye and oats — which will be harvested next spring—are the best in years. This is particularly true of Kansas and parts of Oklahoma.

LOOK RIGHT!
YOU CAN'T AFFORD NOT TO
FOR COMPLETE EYE CARE
Consult Your Eye Physician Then See Your Guild Optician
GUILD OPTICIANS
A. G. Jefferson
Registered Opticians
Ground Floor Allied Arts Bldg.
LYNCHBURG, VA.

WIRTHMOR
The BIG NAME in Farm Fee
Serving The Poultry and Livestock Industry Fro
Appomattox Farmers Supply Co.
Your 'Drive-In' Feed Store
DIAL 3141 APPOMA


Bel Air Impala Sport Coupe with the solid quality of Body by Fisher.

NOW CHEVROLET TAKES THE GIANT STEP !


Bel Air 4-Door Sedan showing new dual headlights.

Here's the biggest, boldest move any car ever made. Here's new length, width and loweness, a radical new V-8—a wonder-working Full Coil suspension, a real air ride, brilliant new body-frame design! See Chevrolet now!

Talk about news, that's all Chevrolet is for '58 . . . starting with its long, low lines and new gull-wing rear fenders!

There's an all-new engine, the 280-h.p. Super Turbo-Thrust V8*. It's so new it even looks different. Combine it with Turbo-glide*, and you'll boss the quickest, smoothest combination on the road.

There's news in Chevrolet's two new rides—a Full Coil suspension and a real air ride*! These brilliant advances outdate, out-cushion anything you've known in the low-price field. Chevrolet's body-frame design is new, and the wheelbase is longer, for a wonderful new handling feel.

For an extra helping of pleasure, see Chevrolet's new luxury models, the Bel Air Impala Sport Coupe and Convertible. Stop by your Chevrolet dealer's soon.

*Optional at extra cost.

'58! CHEVROLET
POWERED FROM FIFTY

Only franchised Chevrolet dealers display this famous trademark CHEVROLET See Your Local Authorized Chevrolet Dealer

olland Spoke To DE Class

day, November 1, Mr. Ivey spoke to the Distributive ion class on "The Need For ion." J. C. Davis invited to speak and also introduced Holland to the class, interested in Distributive Mr. Holland said, "be- the answer to one of our ems, Distributive Educa- ation in the field of — distribution takes er an article has been pro- product," Mr. Holland con- ues to good until it is pointed out was the fact most important link in the distribution is from the re- the consumer.

ry is concerned with the distribution because it is as distribution as produc- sting in a warehouse will y industry in business," Holland. "Using all we the ultimate goal of our system," he said. This predicting a gross nation- of $434 billion dollars. national product not only ods but also services and

ERVICE
ELECTRIC CONTRACTORS
PLUMBING CONTRACTORS
ITCHING SERVICE
LOWER SHARPENING
V. & RADIO . . . .
ervice & Repair
all Appliance Repair
Appomattox Hardware Co.
INC.
Phone 3131
Appomattox, Va.

Employment is also effected if goods are not sold. If the goods are not sold then the manufacturer must lay off employees, thus cutting purchasing power of the unemployed, and this effects others employed. This situation could lead to a vicious cycle.

Mr. Holland pointed out that only 50% of what is produced is actually needed and therefore there is a real need for selling. Other reasons for real selling are the fact that production facilities are increasing and the population is increasing. Mr. Holland gave four ways as to how more products could be sold: (1) develop need, (2) create a desire, (3) create willingness to buy, and (4) ability to pay. "Sell the benefits of the product," Mr. Holland told the class and gave several examples.

Mr. Holland gave figures to back up his statements on the necessity for remaining in school. High school graduates or higher education earn 80% of the incomes in the $7,000-00 income bracket. 77% of the incomes under $5,000.00 are made by persons with an 8th grade or less education.

In stressing the need for continuous training in the field of distribution, Mr. Holland pointed out that 25 years from now more than half of the products that will be on the market are unknown today and that new techniques are continually being developed.

Mr. Holland said that the opportunities in the field of distribution are unlimited. He said he felt a person would get out of the field of distribution just what he put into it and even more. Today there is a need for over 500,000 trained salespeople.

Members of the class enjoyed Mr. Holland's talk, and realized even more the need for training workers in the field of distribution.

In FASHION now

Fur hats are the thing. Lovely imitation furs make it possible to enjoy a fur hat at a moderate price. If you have an odd piece of fur from an old suit or coat, you can buy a pattern and make your own. Or you can try trimming a plain hat without a pattern.

A fur bag to match your hat is a bit too much of a good thing. However, a fur bag is fun and can be worn with a plain hat in good taste.

It seems the greatest thing American women must watch is over-dressing. The temptation is always there. The garment industries in this country make so many attractive creations at almost any price that we can dress well on almost any budget.

Aside from wearing clothes too dressy for certain occasions, we tend to put on too many bits of glitter, fancy hats, too bedecked for football games, or church. Just to be on the safe side, why not try toning down your dressing a bit for a week. If you like the effect at the end of the week, it will be a lesson learned.

While we have the reptation of over-dressing, we also have the reputation of having lovelier figures. Perhaps this is why the French version of the "sack" look has not gone over in this country.

WHAT TO DO WITH LEAVES IS CURRENT HOME PROBLEM

The problem of what to do about the leaves on the lawn is a common one these days for home owners,

A. G. Smith, Jr., associate horticulturist at VPI, says if they are left on the lawn the grass will be killed. Serious damage to grass may result within a few days after the leaves fall. The safest plan is to sweep the leaves off the grass two or three times a week.

Th much-talked-about idea of mulching the lawn with pulverized leaves appeals to many home owners as an easy way out. This may save some of the labor needed to sweep and remove the leaves, but in most cases it will not save the grass.

If there are only a very few leaves, the leaf mulcher might be used, Smith says. But in most cases the mulch left from the chopped leaves will smother the turf. Under certain conditions the pulverized leaves might do more damage than the whole leaves.

Farm ownership is at an all-time high, and only 1 out of 3 farms has a mortgage, says the U. S. Department of Agriculture.

Play safe — drive carefully.

Comment On Sports

By Pete Fritchie

Washington.- Charlie Goldmaz and Rocky Marciano have written an article for a national magazine telling how Marciano would flatten Floyd Patterson in six rounds if they fought again. It is an interesting article. But the fight itself would be even more interesting.

Patterson, of course, is now the heavyweight champion. Rocky retired undefeated as the champ, just before it came time to meet Floyd. So this fight ould actually be — as the magazine article claims —a dream fight.

Goldman and Marciano say that Rocky is too strong for Floyd. They think Floyd couldn't back-pedal fast enough to get away from The Rock and that the ex-champ would catch him somewhere along the line and rock him to sleep with a crushing attack.

They contend that Floyd hasn't met a lot of tough fighters on his way to the top, simply because they weren't around. It's true that Marciano met some pretty good ones, including Joe Walcott, and Ez Charles, plus Roland LaStarza and a few others.

He had to come back from near disaster to win the Walcott fight, after being smacked good by old Jersey Joe Patterson, it's true, has not met quite as rugged a list of contenders. Hurrican Jackson can't be classed with the top men Marciano met.

But Patterson's potential is yet to be fully tested. He is probably still improving as a fighter. He is light and slender for a heavyweight, but it might not be so easy for The Rock to catch him as some think. And Patterson might have the zip to wear out a missing opponent over the long rounds.

In any event, it would be a great fight. It would net each fighter a lot of money. There is only one way to settle the argument and that is for Marciano to come out of retirement and fight the champ. We don't know whether we'd recommend such a move, Marciano is pretty old and overweight. He might not be the same. But, if he's going to write articles about it . . . . .

The Pentagon sees the draft as vital to the services.

A Service That Is Distinctive But Not Expensive

Richard D. Robinson
FUNERAL DIRECTING & EMBALMING
APPOMATTOX, VIRGINIA
"AMBULANCE SERVICE"
Day Phone Dial 3331 Nights & Sundays Dial 2231

SALES
- Distributors for American Oil Co. Products
- Heating Oil
- GENERAL ELECTRIC APPLIANCES
- MAYTAG WASHERS
- MYERS & DELCO WATER PUMPS
- AVOLITE PAINT
- Fishing Tackle & Sporting Goods
- Complete line of Hardware.

Appomattox Hardware Co.
INC.
Phone 3131
Appomattox, Va.

MONEY

HARD TO GET. EASY TO SPEND.

Save:

For the things YOU NEED;
For the things YOU WANT.

We want to serve your Financial needs at

The Bank Of Appomattox
Appomattox, Va.

Each depositor is insured for $10,000.00 by The Federal Deposit Insurance Corporation

Step in...
NEW FORD TRUCKS for '58

NEW '58 FORD RANCHERO . . . America's first work-or-play truck!
'58 FORD TRUCKS— FIRST WITH THE FEATURES THAT COUNT!
NEW TILT CAB TRUCKS . . . Lowest-priced* Tilt Cab line in America!
NEW '58 FORD PICKUP . . . Modern Styleside body is as wide as the cab and standard at no extra cost!

Step ahead...
with all that's new...costs less, too!

● Meet America's newest, most modern trucks—Ford for '58! Discover the new advances in this pace-setting line. See the many advantages that help you do your job better and at lower cost!

Then match your requirements against Ford's over 300 models. Whatever your need—from pickup to heavy duty tandem—Ford's got it! And you'll get a truck that costs you less to own, less to run and lasts longer, too.

So see your Ford Dealer today and step ahead with America's most modern truck—built modern to cost you less.

NEW capacity! Extra-wide Styleside pickup bodies have 23% more loadspace than any other competitive pickups . . . *biggest loadspace per dollar!**
NEW easy ride! Scientific Impact-O-Graph ride tests have proved amazing superiority of Ford's suspension over competitive pickups . . . a ride mighty close to that of a car!
NEW comfort! Driverized Cabs have non-sag seat springing, suspended pedals and weather-protected inboard steps.
NEW power! Powerful, more rugged V-8 engines! And only Ford offers Short Stroke economy in both Six and V-8!
NEW safety! "Safety Vision" dual headlights . . . Lifeguard steering wheel . . . and double-grip door locks . . . standard on all Ford trucks!
NEW "one car" conveniences! Ranchero offers all power assists, even power windows and air conditioning, factory-installed, at Ford's low prices.

*Based on a comparison of manufacturers' suggested retail prices.

THE BIG FLEETS BUY MORE FORD TRUCKS THAN ANY OTHER MAKE!
FORD TRUCKS COST LESS
...LESS TO OWN...LESS TO RUN...LAST LONGER, TOO!

YOUR LOCAL FORD DEALER